

Vincenzo Cammarata

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“ I designed my professional and educational curriculum constantly improving my communicational skills, merging my previous creative experience in Graphic Design and the latest studies in Corporate Strategy, Integrated Marketing Communication and Enterprise 2.0. ”

PERSONAL DATA

E-mail	vincenzo.cammarata@ hispeed.ch, vincenzo.cammarata@wisetwice.eu	Date and place of birth	06/01/1978 – Palermo (Italia)
LinkedIn	http://www.linkedin.com/in/vincenzocammarata	Nationality	Italian
Military Service	Ended 1997- Caporal degree	CH Permit	“B”
		Marital Status	Single

EDUCATION

Nov. 2005 – Dec. 2007	Master of Science in Corporate Communication - University of Lugano – USI Faculty of Science in Communication and Economics - Major in Corporate Communication Thesis title: “Wikibility of Innovation Oriented Workplaces –The CERN Case” Winner of Insightory.com 2007 Contest (http://www.insightory.com/profile/525/vincenzo_cammarata)
2001 - 2002	MED - Master in E-Design – Poli.design (Politecnico di Milano) – Milan (Italy) Focused topics: Information Architecture, Web Usability and Web Marketing
1997 - 2000	Diploma in Graphic Design – Accademia di Comunicazione – Milano Real project developed for Star, RCS – Rizzoli Corriere della Sera, Harlequin-Mondadori, Università Cattolica di Milano
1996	Maturità Scientifica with computer science experimentation Istituto Don Bosco Villa Ranchibile - Palermo

COMPLEMENTARY EDUCATION

Nov. 2006 - Jan. 2007	VenturePlan / VentureChallenge by VentureLab - USI/SUPSI – Lugano Entrepreneurship laboratory program - financed by Swiss Confederation
Sept. 2004 and 2005	Workshop Design WD4 - WD5 – Morcone – Benevento (Italy) Summer seminar of design for communicating and promoting territorial identity
2000	Motivational Course (HRD Training Group) with “Firewalking” – Milano
Feb. 2000	Workshop on John Maeda multimedia design - FABRICA Benetton’s Academy – Treviso

PROFESSIONAL EXPERIENCE

Mar. 2007	Together - Business, Corporate and Communication Strategy - Dubai (UAE) Strategic Consultancy Start-Up - Collaboration Integrated Marketing Communication and Corporate Communication specialist
Mar. 2007 - Jun. 2007	Pharmaton SA - Boehringer Ingelheim Group - Bioggio - Lugano (CH) Consultancy Experience - Field Project for the conclusion of the MSc in Corporate Communication Course (University of Lugano - USI) <i>Investigation of Organizational Culture, Climate and Identity of the Company.</i>
Jan. 2006 - Jun. 2007	University of Lugano - USI – Lugano (CH) Management and development publishing projects for Stage and Placement Service: <i>Editor manager and designer of “CV Book 2005” and “Career Book 2006” projects.</i>
Oct. 2002 – Jan. 2003	Ericsson Lab Italy - Vimodrone (MI) Consulting experience as Project Manager for developing an <i>intranet site</i> and providing guidelines about communicating R&D products and furnishing a useful marketing tool to sales forces.

PREVIOUS EXPERIENCE

1998 - 2006	Freelance as Graphic, web and e-designer (in Milan and Ticino) for Advertising and PR agencies. <i>Projects for COOP Centro Tenero, George S.May, Mabetex (web site), Comune di Bore (Parma), CaGi – Cantine Giubiasco.</i>
Jan. 2003 – Jan. 2005	Elacomunications sagl - Locarno (CH) and Rekdesign SA - Lugano (CH) - e-designer and graphic designer <i>Projects for SBB CFF FFS, Comune di Losone, Alchemia Group – www.elacomunications.ch</i>
Aug. 2001 – Mar.2002	Hangar Design Group - Mogliano Veneto (Treviso) - Milano e-designer and graphic designer – <i>regional business web and advertising projects</i>
Feb. 2001 – Aug. 2001	Factorygroup.it - Factory Web - Milano e-designer and graphic designer – <i>web and advertising projects for Castrol, Neutronroboters, Bolton Group and Professione Casa.</i>
Aug. 2000 – Feb. 2001	Enter S.p.A. The Net & Web Agency - Sesto S. Giovanni (Milano) web designer – <i>web projects for Cariplo, API Oil, Finanza & Futuro (Deutsche Bank), Sistema Moda Italia, Fidelity (Unicredit Group).</i>

LANGUAGE SKILLS

Italian	<i>Mother tongue</i>
English	<i>Good knowledge, written and spoken</i>
French	<i>Basic knowledge</i>
Spanish	<i>Good understanding, essential expression</i>

IT SKILLS

Professional level	Freehand, Illustrator, Quark-X Press, Page Maker, In Design, Photoshop, Fireworks Director, Shockwave, Flash, Dreamweaver, Go-Live, Base HTML e DB potentiality
Default level	MS Office - SPSS

EXTRACURRICULAR ACTIVITIES - OTHER

2005 – Lugano: tenor-choir member of **Gruppo Vocale Cantemus** – Bioggio
2005 – Lugano: **Winner of “10 years of USI”** competition for the Università della Svizzera Italiana – USI jubilee logo
2005 – Bellinzona: **First degree of Sommeliers course ASSP** – Diploma – Associated ASSP
1999 – **Associated AIAP** (Italian association of Design for visual communication)
1997 – Palermo: **Kids entertainer Diploma** (Salesians’ course) - volunteer in summer camp.

INTERESTS AND HOBBIES

Music - listened and played (Guitar, piano and vocal) - Latino dance (Salsa – Bachata)
Cinema – theatre – expo - cultural events - Photo Reporting and Cultural Voyages
Reading about Sicily, Wine marketing, communication and technology.

PROFESSIONAL GOAL

Using my creative-strategic-communication skills, in order to work in middle-big companies or consultancy in the fields of Corporate Communication, Marketing, Knowledge Management, Organization and new topics such as Web 2.0 and Enterprise 2.0.